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ABSTRACT

This annotated bibliography lists some of the resources and materials that the 12 national business organizations constituting the Business Coalition for Education Reform (BCER) have available to assist those interested in strengthening U.S. schools through the following activities: raising academic standards for all students; ensuring that academic standards reflect the skills needed for sustaining a growing economy; and helping the public understand the critical need for world-class academic standards and the changes needed for school systems to deliver them. The resources are organized in 13 sections--one for the BCER and one for each of its member organizations, which are as follows: American Business Conference; Black Business Council; Business-Higher Education Forum; The Business Roundtable; Committee for Economic Development; The Conference Board; Council on Competitiveness; Chamber of Commerce of the United States; National Alliance of Business; National Association of Manufacturers; National Association of Women Business Owners; and U.S. Hispanic Chamber of Commerce. More than 75 available kits, print publications, and videos are listed. Each section includes some or all of the following: introduction providing a brief history of the organization, statement of its mission, and overview of its major activities; annotated listings of its available resources; and contact person. (MN)

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BCER

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Annotated Bibliography of Partner Resources

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Annotated Bibliography of Partner Resources

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BCER
Business Coalition for EducationReform

- American Business Conference
- Black Business Council
- Business-Higher Education Forum
- The Business Roundtable
- Committee for Economic Development
- The Conference Board
- Council on Competitiveness
- Chamber of Commerce of the United States
- National Alliance of Business
- National Association of Manufacturers
- National Association of Women Business Owners
- U.S. Hispanic Chamber of Commerce

Twelve national business organizations have joined forces to form the Business Coalition for Education Reform (BCER), a unique collaborative dedicated to strengthening America's schools. By supporting and expanding business involvement in education at the national, state, and local levels, the BCER strives to increase academic achievement for all students. Three key activities are critical to reaching this goal:

- raising academic standards for all students;
- ensuring that these standards reflect the skills needed for sustaining a growing economy; and
- helping the public understand the critical need for world-class academic standards and the changes needed for school systems to deliver them.

The BCER is leveraging resources, expertise, and partnerships to help states and communities learn from one another's experiences in advancing education reform. As states and communities formulate their own answers to the challenges of education reform, their efforts will be enhanced by working together and leveraging partnerships. To that end, the BCER has created a network of state and local organizations to facilitate the sharing of resources and to coordinate efforts at the national level between BCER member organizations.

Purpose of Bibliography

This annotated bibliography represents the wealth of resources and materials available from BCER partner organizations. While not all BCER members have published materials on improving education, these twelve national organizations play an integral role in supporting and increasing student academic achievement.

How to Obtain Resources and Additional Information

This document contains information on each of the BCER member organizations; please contact them directly if you have any questions or to obtain resources. Some materials are free of charge, some require fees for shipping, and others are available for purchase.

To learn more about how the BCER can help your business group work more effectively with schools to improve student achievement, please see the BCER contact information below.

Contact

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BCER Resources

Standards Mean Business Leadership Kit

The tools in this kit are designed to help business leaders engage their communities in dialogue about the importance of standards-based education reform. Packed with practical examples and time-saving resources presented through a variety of media, this kit can be a resource to help businesses support academic standards in their communities.

This kit includes the following BCER publications: (see below for descriptions)

- *The Challenge of Change: Standards to Make Education Work for All Our Children*
- *Standards Mean Business*
- *Bridging the Gap: Initiatives Linking Education and the Workplace*
- *The Business of Education Standards* Video and Guide

Plus these valuable tools:

- *Moving America to the Head of the Class* (fulfillment material for the Keep the Promise Campaign)
- *Keep the Promise* Campaign Video
- *A Business Leader's Guide to Setting Academic Standards* by The Business Roundtable
- BCER Information Sheet
- Handout/Transparency Masters

The Challenge of Change: Standards to Make Education Work for All Our Children

Developed by the Business Task Force on Student Standards and the BCER, this paper is a statement of the business community's views on voluntary student standards. Outlined in the paper are nine principles that the Business Task Force believes should guide the standards-setting process. *Part of the Standards Mean Business Leadership Kit.* **# *R5863*** *Also available separately.*

Standards Mean Business

This publication, originally prepared for the nation's governors and business leaders attending the 1996 National Education Summit, makes a compelling case for the importance of high academic standards to business and society. Examples and research highlight why stronger academic standards are key to ensuring that every student gains the knowledge and skills needed for responsible citizenship and productive work. *Part of the Standards Mean Business Leadership Kit.* **# *R6121*** *Also available separately.*

Bridging the Gap: Initiatives Linking Education and the Workplace

A follow up to *Standards Mean Business*, this publication highlights some of the many ways in which business leaders are working with educators and community leaders to reinforce the relevance of achievement in school to success in life after school. This document provides business leaders with invaluable ideas for facilitating communication and efforts between business and education to support high academic achievement in their own communities. *Part of the Standards Mean Business Leadership Kit.* ***# R6144*** *Also available separately.*

The Business of Education Standards Video and Guide

This video illustrates the increasing skill requirements in the workplace, and why academic achievement is integral to success after high school. It also features businesses that reinforce academic standards by integrating the worlds of school and work in their communities. Includes a video guide. *Part of the Standards Mean Business Leadership Kit.* ***# R6145*** *Also available separately.*

Standards of Success Brochure Series

Learn from the success of others: These practical brochures describe how business leaders and coalitions across the country have led education reform efforts in their communities. Whether through sponsoring "academies" to help business leaders learn more about education in their communities, or by donating fax machines to schools to facilitate the use of transcripts in hiring decisions, these pamphlets highlight successful business strategies to improve student achievement.

The BCER Electronic Resource Networks

Internet Home Page—The BCER Home Page on the Internet (http://www.bcer.org) provides information and resources electronically to coalitions nationwide. BCER resources, as well as newsworthy items, upcoming events, and state listings of business/education coalitions are also available.

Goal Line—The BCER also maintains a special conference area on Goal Line, an on-line network centered on the national education goals. In addition to accessing information about BCER activities, resources, and coalitions, users can "chat" with other on-line participants, allowing them to exchange ideas and learn from each other's efforts. (For more information about Goal Line, contact the Coalition for Goals 2000 directly at 202/835-2000.)

To order copies of any of the BCER publications, mail, phone, or fax your order to the address below. Order forms are available through the National Alliance of Business web site listed below:

BCER
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Internet: http://www.nab.com
http://www.bcer.org

American Business Conference

The American Business Conference (ABC) is a Washington-based coalition of 100 chief executive officers from America's fastest-growing midsize companies. ABC members advocate policies to promote economic growth and a higher standard of living for all Americans.

Resources

- *The Vital Link: Motivating Student Achievement.* (Washington, DC: American Business Conference, 1989). (Limited Number Available).

  The Vital Link: Motivating Student Achievement discusses the philosophy of the effort undertaken by ABC's education initiative, The VITAL LINK, in strengthening the correlation between school and workplace careers. This motivational document addresses the need for business contributions to learning and defines the collaborative effort needed by business leaders, educators, and students when planning a school-to-work transition plan for their community.

  An excerpt includes material from *Motivating Students to Study: Experiences, Rewards, Achievement,* taken from the November 1989 National Association of Secondary School Principals Bulletin, by Dr. John Bishop, Center for Advanced Human Resource Studies, School of Industrial and Labor Relations, Cornell University.

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Black Business Council

The purpose of the Black Business Council is—

- To provide an organizational vehicle with which the African American business community can more effectively express its economic and political needs.
- To improve the overall internal networking between the African American business community and the large African American professional community.
- To serve as a focal point for the development of international and domestic economic and financial initiatives that will benefit the broader African American business community, and by deliberate extension, the entire Black community.
- To influence decisions of nations or international businesses as these may affect American blacks socially, culturally, or economically.
- To influence administrative decisions of the legislative and executive branches of government.
- To plan and promote programs that would have a positive economic impact on America's black communities, or black communities in the developing countries of Africa and the Caribbean.

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Business-Higher Education Forum

The Business-Higher Education Forum, established in 1978, bridges the gap between the corporation and the campus while preserving the unique, traditional role of each. Comprised of 80 academic and corporate chief executives and being the only membership organization of its kind, the Forum provides an opportunity to understand the goals and values unique to each sector.

The Forum was founded by the American Council on Education—the umbrella organization for postsecondary education in the United States. Throughout the Forum's history, members have addressed critical issues such as economic competitiveness, education and training, and R&D partnerships.

Resources

- *Spanning the Chasm: Corporate and Academic Cooperation to Improve Work-Force Preparation.* (1997).

  Following two years of study and discussions with business leaders, academics, and employees, Forum members are persuaded that the gap between the skills needed in the work place and the education provided by colleges and universities today can be closed if business and higher education institutions work together to develop plans for action. To this end, *Spanning the Chasm: Corporate and Academic Cooperation to Improve Work-Force Preparation* offers recommendations for needed change—actions to be taken first by Forum members and then by other academic and corporate leaders.

- *Higher Education and Work Readiness: The View from the Campus.* (Business-Higher Education Forum Task Force on High Performance Work and Workers: The Academic Connection, March 1996).

  Early in 1996, the Task Force completed site visits to 12 higher education institutions — from community colleges to comprehensive universities — across the United States. At each campus, the group interviewed the president, deans, faculty, and campus career development officials. This report summarizes their views on higher education's role in preparing people for the modern workplace.

- *A Date Resource of Model Cooperative Programs.* (1996).

  The work of the Task Force shows that greater contact between business and higher education increases mutual understanding of the needs, wants, and constraints that develop in preparing a well-trained workforce. This resource, found on the Internet (www.acenet.edu/programs/BHEF/BHEF.html), presents actual examples of these relationships.

- *Higher Education and Work Readiness: The View from the Corporation.* (Business-Higher Education Forum Task Force on High Performance Work and Workers: The Academic Connection, September 1995).

  In Fall 1995, the Task Force completed its first phase of work: to visit 10 major corporations known for their outstanding training programs. At each corporation, the group interviewed CEOs and training and recruitment directors to determine how they perceive new employee skill levels. The report captures much of the candor of these discussions.

■ *Crosstalk: The Public, the Experts and Competitiveness.* (Business-Higher Education Forum and The Public Agenda Foundation, 1991).

Based on public opinion research and focus group interviews, this report addresses the differences between the ways leaders and the general public view the issues of education and training in America. *Crosstalk* offers strategies on closing the gap between leaders and the public so that they will no longer be talking at cross purposes with one another.

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The Business Roundtable

The Business Roundtable is an association of chief executive officers that examines public issues that affect the economy and develops positions that promote sound economic and social principles. The Business Roundtable's Education Initiative is a 10-year effort to improve education performance through comprehensive education reform strategies in all states.

Resources

- *A Business Leader's Guide to Setting Academic Standards.* (Washington, DC: The Business Roundtable, June 1996).

  This guide for business leaders contains the following: six proven options for business involvement in establishing high academic standards; explanations of important terms and debates in standards-setting, as well as examples of standards from around the nation; mini case studies of how business leaders have helped set standards and what they learned from their experiences; and resources to learn more about the latest thinking on standards and other key reforms.

- *Continuing the Commitment: Essential Components of a Successful Education System.* (Washington, DC: The Business Roundtable, May 1995).

  In this second edition, the Roundtable strengthens and updates its reform agenda. Taken together, the components are designed to support and stimulate the changes needed to raise student achievement. The components include standards, assessments, accountability, autonomy, professional development, parent involvement, learning readiness, and safety and discipline.

- *New Architecture for Education Reform.* (Washington, DC: The Business Roundtable, 1994).

  In June 1989, President Bush challenged The Business Roundtable to commit itself to a major campaign for the reform of elementary and secondary education. Roundtable leaders, in response, promised to promote reform nationwide. They have kept that commitment, with a 10-year effort to create comprehensive education reform strategies in all states. This report, written after nearly five years of the effort, is meant to inform the public, the governors, the business community, and national leaders about what has been accomplished and what must still be done.

- *Moving America to the Head of the Class: 50 Simple Things You Can Do.* (Washington, DC: Education Excellence Partnership, 1994).

  This booklet, developed as part of a national public relations campaign to create awareness for the need to improve American education, provides information on the roles various stakeholders can play to improve school and student performance. Activities for parents, employers, school administrators, and concerned citizens are highlighted.

- *The Essential Components of a Successful Education System: Putting Policy into Practice.* (Washington, DC: The Business Roundtable, December 1992).

  This report further examines the elements of a successful school system and provides state examples where these elements have been addressed. State level strategies for achieving the Nine Essential Components are also presented.

- Wentworth, Eric. *Agents of Change: Exemplary Corporate Policies and Practices to Improve Education.* (Washington, DC: The Business Roundtable, 1992).

  The Business Roundtable produced this publication to encourage more corporations to commit themselves to strengthening American education, and to do so in more systemic ways. This publication is a catalogue of opportunities. It illustrates the many components of corporate commitment with actual examples of innovative policies, practices, and programs. It profiles four corporations that are fulfilling their commitments in distinctive ways, and it identifies corporate contact and selected resources for your information, reference, and guidance.

- *The Business Roundtable Participation Guide: A Primer for Business on Education.* (Washington, DC: The Business Roundtable, developed by the National Alliance of Business, April 1991).

  This guide, specifically designed for business, presents an extensive overview of education reform issues and what business can do to support change in education. It covers issues from school finance and infrastructure to school choice. The Business Roundtable's Nine Essential Components are introduced as a means of defining a successful education system as a comprehensive reform strategy for business.

- Fosler, R. Scott. *The Business Role in State Education Reform.* (Washington, DC: The Business Roundtable, 1990).

  This paper focuses on how business can most effectively pursue education reform at the state level. It helps business understand the context of education reform, the potential business has to create positive change, and the stages of the reform process and the roles of business in each stage.

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Committee For Economic Development

Founded in 1942, the Committee for Economic Development (CED) is an independent, nonpartisan, nonprofit organization whose 250 trustees are national and business education leaders. CED trustees conduct policy research and formulate recommendations for public policy in the areas of education, national and international economics, management of government, and urban development. CED's landmark studies on education have placed American business in the vanguard of the movement to reform public schools. CED has also done significant work on public/private sector cooperation on the local and state levels.

Resources

- *American Workers and Economic Change.* (New York: Committee for Economic Development, 1996).

  This report is a comprehensive analysis of the "new" economy and how it affects American workers. Jobs are increasingly skill-based and those with the right training and skills (and the ability to acquire additional skills) are doing well, but those without skills face a bleak future. CED argues for new private and public strategies to increase the likelihood of all Americans succeeding in the "new" economy.

- *Connecting Students to a Changing World: A Technology Strategy for Improving Mathematics and Science Education.* (New York: Committee for Economic Development , 1995).

  This report provides a strong rationale for moving more quickly to integrate technology and curricula and offers a set of practical examples and cost-effective strategies to help schools accomplish this goal. It focuses attention on the gap in access to advanced learning technologies between low-income and more affluent students, and underscores the importance of improving teacher preparation, professional development, and ongoing support in both subject matter and technology use.

- *Putting Learning First: Governing and Managing the Schools for Higher Achievement.* (New York: Committee for Economic Development, 1994).

  Putting Learning First argues that public education has lost its sense of priorities. Instead of improving learning, we have turned our schools into social, ideological, and financial battlegrounds. The report outlines a strategy for lifting the social agenda from the backs of educators and making academic learning the first priority of America's schools.

- *Why Child Care Matters: Preparing Young Children for a More Productive America.* (New York: Committee for Economic Development, 1993).

  Since more than one-third of all children under age six are in out-of-home child care, this report emphasizes the importance of addressing both the developmental and educational needs of children in child care, as well as the needs of their working parents and their employers. *Why Child Care Matters* contains specific, action-oriented recommendations to improve the accessibility and availability of quality child care. These recommendations deal with both public and private sector policies, laying out roles for business, government, parents, and the nonprofit sector.

■ Friedman, Dana and Gallinsky, Ellen. *Education Before School: Investing in Quality Child Care.* (New York: Scholastic Inc., 1993).

This research study classifies the diverse forms of early child care and education, analyzes how well this system functions, and underscores the importance of quality care and education to children, parents, business, and society.

■ *An Assessment of American Education.* (New York: Committee for Economic Development, 1991).

This survey of 2,446 employers, college and vocational school educators, recent students, parents, and the general public was conducted by the Harris Foundation Research Center—a subsidiary of Louis Harris and Associates—and was sponsored by the CED. The study found a disconcerting gap between the expectations of employers and educators and the perceptions of parents and students regarding the education that today's students receive.

■ *The Unfinished Agenda: A New Vision for Child Care Development and Education.* (New York: Committee for Economic Development, 1991).

The Unfinished Agenda warns that America's ambitious education reform goals are destined to fail unless more is done to meet the early health, social, and developmental needs of children—especially the disadvantaged. This report calls for a "systematic reappraisal" of the way children are prepared for school and urges a comprehensive and coordinated strategy of human investment that redefines education as a process that begins at birth.

■ McNeil, Laurie and Timpane, P. Michael. *Business Impact on Education and Child Development Reform.* (New York: Committee for Economic Development, 1991).

This study looks at the results of nearly a decade of education reform and the impact that the business community has had on the reform movement. It examines the many different types of business-education initiatives and provides a framework for future business involvement. The report suggests that business can make important contributions by staying active in both policy issues and hands-on programs, promoting national dialogue, focusing energies on families and child development, and supporting further research.

■ *An America That Works: The Life-Cycle Approach to a Competitive Work Force.* (New York: Committee for Economic Development, 1990).

This statement calls for a radically different approach to overcome serious labor and skill shortages being brought on by rapid and dramatic changes in the American population. It builds a case for investing in human capital through all stages of an individual's life by using a "life-cycle" approach —uniting all age groups and the problems they confront to form a coherent blueprint for action. The study calls for Social Security and pension reform, welfare reform, and continued education reform.

- *CED and Education: National Impact and Next Steps.* (New York: Committee for Economic Development, 1990).

  This statement, the proceedings of a CED symposium, contains a comprehensive and far-reaching analysis of actual and proposed education reforms. The various panelists represent business, industry, educators, and administrators who are all deeply committed to such causes as the educationally disadvantaged, business-community involvement in education, innovation and flexibility in teaching, prenatal care, and programs for preschoolers.

- *Children in Need: Investment Strategies for the Educationally Disadvantaged.* (New York: Committee for Economic Development, 1990).

  This report addresses the special needs of the growing number of disadvantaged children in this country overlooked by previous educational reforms. It calls for business to take a strong role as an advocate of early and sustained intervention programs to break the cycle of failure. A three-part investment strategy is put forth: early prevention efforts from birth to age five, restructuring of education, and retention and reentry programs for dropouts and potential dropouts.

- Levine, Marsha and Trachman, Roberta (eds.). *American Business and the Public School: Case Studies of Corporate Involvement in Public Schools.* (New York: Teacher's College Press, 1988).

  This book of supplementary papers appraises pioneering examples of business-education partnership that have influenced school funding, programming, and policy at both the national and local levels.

- *Investing in Our Children: Business and the Public Schools.* (New York: Committee for Economic Development, 1985).

  This major policy statement focuses on how business can work with schools to increase the return on the public's investment in education. It recommends measures that can improve schools' ability to produce literate, skilled, and adaptable students capable of lifelong learning.

- CED "Children and Education Library"

  This library includes seven CED publications on education and child development, plus a copy of CED's award-winning video, "Children in Need."

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The Conference Board

Founded in 1916, The Conference Board's twofold purpose is to improve the business enterprise system and to enhance the contribution of business to society.

To accomplish this, The Conference Board strives to be the leading global business membership organization that enables senior executives from all industries to explore and exchange ideas of impact on business policy and practices. To support this activity, The Conference Board provides a variety of forums and a professionally managed research program that identifies and reports objectively on key areas of changing management concern, opportunity, and action.

Resources

- *Corporate Programs for Early Education Improvement*, Report 1001. (1992) 38 pages.

  Companies committed to early childhood educational improvement have undertaken a wide variety of initiatives that fall into five categories: Head Start programs, parent as first teacher, improving curricula, building student self-esteem and good work habits, and sponsoring pre-kindergarten learning centers.

- *Corporate Mentoring in U.S. Schools: The Outstretched Hand*, Report 1007. (1992) 34 pages.

  Mentoring programs are attractive to business because they are simple, direct, inexpensive, and effective. Most companies match employee volunteers with students in a local school, provide them with some orientation, and hope that a mentoring relationship will develop. Some mentoring programs become highly structured relationships between the company and the school.

- *School Reform: Business, Education and Government as Partners*, Report 1011. (1992) 28 pages. (Conference highlights.)

  Representatives from several sectors, including corporate, government, and education organizations, assembled at The Conference Board's Eighth Annual Business/Education Conference in Chicago, Illinois, to discuss their experiences in education reform.

- *Corporate Support for Mathematics and Science Education Improvement*, Report 1022. (1993) 39 pages.

  A particular concern of company-sponsored programs is the decline in student performance between ages 9 and 13. While seeking to improve student motivation and interest, corporate initiatives also emphasize the importance of a team effort in scientific inquiry, relying on employees as role models to attract students to science as a career, and seeking to improve the technological sophistication of both teachers and classrooms.

■ *Corporate Championing of Education Coalitions,* Report 1033. (1993) 29 pages.

The case studies for this report exemplify the types of coalitions and collaboratives that have been created to deal with the varied needs of differing jurisdictions in their efforts to improve schools. They indicate that community-wide or statewide efforts require commitment and cooperation from stakeholders.

■ *Corporate Support of Dropout Prevention and Work Readiness,* Report 1037. (1993) 37 pages.

Corporate sponsored initiatives have avoided the traditional remediation strategies for at-risk children. Instead, they have focused on providing students in danger of dropping out or failing to achieve work readiness with the tools for school success and curricula that ease the transition from school to work. This report presents seven case studies that highlight business-supported programs throughout the nation.

■ *Ten Years After A Nation at Risk,* Report 1041. (1993) 29 pages.

After a review of the 1983 publication, *A Nation at Risk,* prominent educators and business leaders contribute their analytic responses and their suggested strategies for more effective involvement in future education initiatives.

■ *Partnerships for a Prepared Work Force,* Report 1078-94-CH. (1994) 25 pages. (Conference Highlights.)

At a conference sponsored by the BellSouth Corporation, The Conference Board, and the Southern Regional Education Board, participants discussed the need for developing partnerships between educators, business, and government in an effort to educate students for the workforce and to ease the transition from school to work. This work provides a discussion of new and pending legislation, and new and existing partnership programs.

■ *Business and Education Reform: The Fourth Wave,* Report 1091-94-RR. (1994) 41 pages.

This report focuses on business/education collaboration for systemic reform, assuming that significant competencies exist within schools and that systems changes can be made to improve performance within the current system.

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Council on Competitiveness

Founded in 1986, the Council on Competitiveness is a nonprofit, nonpartisan organization of chief executives from business, higher education, and organized labor who have joined together to pursue a single overriding goal: to improve the ability of American companies and workers to compete more effectively in world markets, while building a rising standard of living at home.

To build consensus within the public and private sectors on the actions needed to help Americans compete, the Council pursues a three-part agenda: increasing public awareness of the breadth and severity of America's economic problems; mobilizing the political will required to set the United States on a positive economic course; and assisting in the development of specific public policies and private-sector initiatives. To that end, the Council focuses on issues in the areas of fiscal policy, science and technology, international economics and trade, and human resources.

The Council is governed by an executive committee and draws upon the resources of its national affiliates — more than 40 trade associations, professional societies, and research organizations — to help analyze issues and develop consensus. The Council is privately supported through membership dues and contributions from foundations and other granting institutions.

Resources

- *Human Resources Competitiveness Profile.* (Council on Competitiveness, April 1995). 27 pages.

  In the survey of private sector leaders that accompanied the Council's 1994 *Competitiveness Index*, America's weakness in K-12 education was cited as the top competitiveness issue confronting the nation, followed by our low national savings rate and our poor record in training. Because education and training ranked so high on the list of national priorities, the Council decided to investigate these issues further. This report documents the extent of the challenge by examining trends in the United States and compares them to those in other countries. In doing so, it emphasizes a lifecycle approach to human resource issues.

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U.S. Chamber of Commerce's Center for Workforce Preparation

The Center for Workforce Preparation was established in April 1990 as the U.S. Chamber's nonprofit education and training affiliate, to assist chambers of commerce and small businesses in local education and training reform and programs. Its mission is to help ensure that U.S. workers are prepared with the knowledge, skills, and attitudes to compete and succeed in the global economy of the 21st century. The Center's objectives are to promote and support effective local education and training initiatives in support of workforce excellence; manage, conduct, and stimulate research that effectively orients education and training systems to help workers become competent in workplace knowledge and skills; and initiate and document promising education and workforce preparation programs that can be replicated by chambers of commerce and small businesses at the local level.

Resources

- Maloney, Larry and Scheldrup, Jill. *New Century Workers: Effective School-to-Work Programs.* (The Center for Workforce Preparation [an affiliate of the U.S. Chamber of Commerce], 1994).

  This publication guides community leaders through the process of establishing effective school-to-work transition programs. Successful chamber, corporate, and nonprofit initiatives that are providing essential skills to tomorrow's workers are highlighted, including cooperative education, internships, career academies, school-based enterprises, apprenticeships, and more.

- *InSite™ The Finance Analysis Model for Education™.* (Coopers and Lybrand L.L.P. and The Center for Workforce Preparation, 1996).

  This publication describes a financial management tool for schools that works at both the district level and at individual school sites providing a new reporting system for districts that are committed to site-based management.

- Scheldrup, Jill. *Education Blueprints: A 1990's Guide for Rebuilding Education and Workforce Quality.* (The Center for Workforce Preparation, 1993).

  This piece provides information on some of the most innovative ideas in education reform in existence today. These are initiatives that can be modeled by any community regardless of size or budget constraints. More than 60 chamber and corporate initiatives are featured.

- Maloney, Larry and Scheldrup, Jill. *On Target: Effective Parent Involvement Program.* (The Center for Workforce Preparation, 1994).

  This publication features programs that meet the needs of students through the involvement of adults or parents. Studies show that today's learners continue to need the support and guidance of their parents and other adults throughout the education years.

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National Alliance of Business

The National Alliance of Business is a business-led, nonprofit organization dedicated to building a competitive American workforce by enhancing the skills and knowledge of workers to meet the needs of business. Today, the key to American business competitiveness lies in a quality workforce – where every citizen is educated and trained to world-class standards, beginning in the classroom and continuing in the workplace.

The Alliance works to ensure that business needs drive changes in our nation's education and training agendas, and that businesses have the resources they need to make improvements in their own workforces. Programs and policy initiatives of the Alliance focus on workforce development and job training, school-to-work transition, and education reform.

Resources

- *Standards Mean Business.* (Washington, DC: National Alliance of Business, 1996). 24 pages. # R6121

  This publication, originally prepared for the nation's governors and business leaders attending the 1996 National Education Summit, makes a compelling case for the importance of high academic standards to business and society. Examples and research highlight why stronger academic standards are key to ensuring that every student gains the knowledge and skills needed for responsible citizenship and productive work.

- *Bridging the Gap: Initiatives Linking Education and the Workplace.* (Washington, DC: National Alliance of Business, 1996). 42 pages. # R6144

  A follow up to *Standards Mean Business,* this publication highlights some of the many ways in which business leaders are working with educators and community leaders to reinforce the relevance of achievement in school to success in life after school. This document provides business leaders with invaluable ideas for facilitating communication and efforts between business and education to support high academic achievement in their own communities.

- *Foundations for Life: A Blueprint for Better Business and Stronger Communities Through School-to-Work.* (Washington, DC: National Alliance of Business, 1996). 158 pages. # R6024

  This guide can show you how to build a school-to-work initiative that leads to success. Strengthen your understanding of school-to-work—what it is and why businesses are becoming involved. Learn from the experience of other businesses that have developed programs: discover how to gain support for your program, build interest and enthusiasm, secure commitments from outside resources, implement training and student work arrangements, and measure your success.

■ *Directory of Voluntary Industry Skill Standards 1996.* (Washington, DC: National Alliance of Business, 1996). 20 pages. # R6072

This handy booklet outlines more than 25 industry skill standards projects in place around the country. Each entry highlights positions covered by the standards and presents a brief description and complete contact information. An invaluable tool for companies and other groups interested in becoming involved in the development and use of skill standards in the workplace.

■ *Skill Standards: A Strategic Tool for Your Company.* (Washington, DC: National Alliance of Business, 1996). # R6183

This publication highlights actual businesses that are using industry skill standards as a resource for company development. The benefits of using skill standards in various human resource development practices are also outlined to provide employers and others a clearer understanding of the strategic benefits of developing and using industry skill standards.

■ *Taking the Lead: How Associations Can Help Develop a More Highly Skilled and Productive Workforce.* (Washington, DC: National Alliance of Business, 1996). 15 pages. # R6025

This guide provides an overview of skill standards and the ways trade associations can become involved in their development and implementation. Learn how skill standards can benefit your association and your industry—and how to leverage resources and expertise to become part of the skill standards effort.

■ *Toward a Viable Skill Standards Process: A Business Point of View.* (Washington, DC: National Alliance of Business, 1996). 15 pages. # R6174

Learn the basic principles and concerns that business holds regarding the development of a viable skill standards system. An essential tool for those involved in creating and sustaining business-education partnerships at the national, state, or local level.

■ *Understanding the Fit: Expanding the Potential.* (Washington, DC: National Alliance of Business, 1996). # R6182

Using the experienced wisdom and best practices of local business and education practitioners, an understanding of how linking skill standards and work-based learning initiatives can strengthen educational practices is laid out, and a commonly held vision of a new educational system that makes use of this linkage for educating youth is defined. Strategies for advancing and aligning all business-education partnership efforts around the common vision are identified, and ways to tailor a local action plan to local community needs are explored.

- *Workforce Development, Education, & Training: Strategies for Building a More Competitive Workforce.* (Washington, DC: National Alliance of Business, 1996). 44 pages. # R6155

  This booklet describes eight communities across the country and illustrates how each one is addressing literary and basic skills issues through strategic alliance among local stakeholders. The case studies presented serve as a road map for communities looking to address—through business, education and training, and community-based organization partnerships—the skill needs of both workers and adult learners.

- *School-to-Work at Work* Brochures. (Washington, DC: National Alliance of Business, 1996). The Manufacturing Industry # R6075, The Health Care Industry # R6073, The Financial Services Industry # R6070, The Retail and Hospitality Industry # R6074

  An informative series that provides an introduction to school-to-work within four specific industries: health care, retail, manufacturing, and banking and financial services. Brief examples of specific initiatives are included.

- *School-to-Work at Work* Industry Guides. (Washington, DC: National Alliance of Business, 1996). A Guide for the Manufacturing Industry, 200 pages, # R6112. A Guide for the Health Care Industry, 172 pages, # R6113. A Guide for the Financial Services Industry, 193 pages, # R6114

  These information-packed guides focus on the how-tos of implementing school-to-work in specific industries—health care, manufacturing, and banking and financial services—based upon in-depth research on the needs of businesses in these industries. Included are detailed descriptions of the best practices in school-to-work programs and specific tools for setting standards, developing curricular frameworks, assessing worksite skills, and training mentors.

- *The Six Driving Principles of School-to-Work: A Pocket Guide for Employers.* (Washington, DC: National Alliance of Business, 1996). 8 pages. # R6071

  Offers six key principles that the Alliance has identified as being essential to creating successful school-to-work initiatives. Each principle is defined and illustrated with an example of how a company applies the principle to school-to-work.

- *Directory of Voluntary Industry Skill Standards 1996.* (Washington, DC: National Alliance of Business, 1996). 20 pages. # R6072

  This handy booklet outlines more than 25 industry skill standards projects in place around the country. Each entry highlights positions covered by the standards and presents a brief description and complete contact information. An invaluable tool for companies and other groups interested in becoming involved in the development and use of skill standards in the workplace.

■ *Challenge of Change.* (Washington, DC: National Alliance of Business, 1995). 18 pages. # R5863

Developed by the Business Task Force on Student Standards and the BCER, this paper is a statement of the business community's views on voluntary student standards. Outlined in the paper are nine principles that the Business Task Force believes should guide the standards-setting process.

■ *Benchmarks of Excellence Video.* (Washington, DC: National Alliance of Business, 1995). 10 min. # R5929.

This award-winning video presentation shows you first-hand how the development and implementation of industry-wide voluntary skill standards can positively affect businesses and employees to create the competitive workforce of the future. This ten-minute video will build your own understanding of the skill standards issue, and also serve as an effective audio-visual aid when presenting the topic to others.

■ *How School to Work Works for Business.* (Washington, DC: National Alliance of Business, 1995). 27 pages. # R5383

This publication introduces an effective answer to the dilemma of bridging the gap between school and workplace education: youth apprenticeship programs. The guidebook describes the steps of establishing a school-to-work program and includes highlights of existing business-led youth apprenticeship initiatives at the state and local levels.

■ *National Voluntary Skill Standards: An Orientation Guide for Members of the National Skill Standards Board.* (Washington, DC: National Alliance of Business, 1995). 11 pages. # R5890

Title V of the Goals 2000: Educate America Act provides the legislative base for a system of voluntary skill standards and the establishment of the National Skill Standards Board (NSSB). This booklet, produced as a background document for members of the NSSB, outlines for readers the background and history of the skill standards movement in the United States, and provides a legislative overview of the terms of Title V.

■ *National Voluntary Skill Standards: Questions and Answers.* (Washington, DC: National Alliance of Business, 1995). 15 pages. # R5968

This concise booklet provides answers to the most frequently asked questions about skill standards. The direct, to-the-point style provides a sound base of information for further inquiry and discussion on the skill standards issue.

■ *Skill Standards: Benchmarks of Excellence.* (Washington, DC: National Alliance of Business, 1995). 13 pages. # R5578

This informative booklet takes an up-close look at skill standards and how they benefit business, educators, workers, and the American economy. Learn how your business can become involved in skill standards development—and reap the benefits these powerful tools can provide. For those who want to help companies, training systems, and American workers succeed in today's dynamic marketplace, this is a must-have booklet.

■ *Moving America to the Head of the Class: 50 Simple Things You Can Do.* (Washington, DC: Education Excellence Partnership, 1994). 17 pages. # R6023

Helping improve the education of our children doesn't have to be difficult. This informative booklet, fulfillment material for the Keep the Promise campaign, describes 50 simple ways that employers, parents, school personnel, and others can help improve education in their communities.

■ Siegel, Peggy and Byrne, Sandra. *Using Quality to Redesign School Systems: The Cutting Edge of Common Sense.* (San Francisco, CA: Jossey-Bass, Inc., 1994). 168 pages. # R5360

A hands-on guide to enhancing collaborative education reform efforts using Total Quality Management (TQM) principles. It highlights the valuable experiences of Malcolm Baldrige award winners and school systems that have already succeeded in using quality management.

■ *The Cutting Edge of Common Sense: Total Quality, Education, and Systemic Change.* (Washington, DC: National Alliance of Business, 1993). 151 pages. # R5104

How can Total Quality Management (TQM) principles and techniques be used in public education? This book provides practical examples and information adapted from the TQM leaders in corporate America and cutting-edge school systems.

■ *Recrafting the Business of Schooling: Shared Lessons From Implementing School-Based Management.* (Washington, DC: National Alliance of Business, 1993). 71 pages. # R5105

This publication describes how the Ft. Worth Independent School District, with support from JCPenney and the National Alliance of Business, successfully implemented school-based decision making.

■ *Real Jobs for Real People: An Employer's Guide to Youth Apprenticeship.* (Washington, DC: National Alliance of Business, 1992). 47 pages. # R4891

This step-by-step process demonstrates how to establish a working alliance with educators. It outlines benefits to employers from youth apprenticeship and school-to-work initiatives for acquiring skilled entry-level employees.

- *The Business Roundtable Participation Guide: A Primer for Business on Education.* (Washington, DC: National Alliance of Business, 1991). 117 pages. # R30005

  This guide provides a planning process that leads to systemic change. It helps with organization issues of staff involvement in educational change within broad coalitions and within individual companies. It includes helpful checklists of issues to address, plus mini case studies of state and local efforts.

- *The Compact Project: Final Report.* (Washington, DC: National Alliance of Business, 1991). 26 pages. # R4276

  This report summarizes the lessons learned from a three-year, 12-site reform effort to develop and implement business/education collaborations. Highlighted are local solutions aimed at improving the academic performance and job prospects of youth at risk of dropping out of school. The goals, strategies, accomplishments, and challenges faced at each site are clearly detailed.

- *America's Leaders Speak Out on Business/Education Partnerships.* (Washington, DC: National Alliance of Business, 1989). 40 pages. # R3830

  This summary of the Compact Institute/Business Leadership Forum provides ideas behind cutting-edge reform and local efforts to improve education systems. Practical discussion and real life examples help create a greater understanding of the basics of the business/education partnership.

- *A Blueprint for Business on Restructuring Education.* (Washington, DC: National Alliance of Business, 1989). 60 pages. # R3844

  How can business experience and expertise bring about systemic educational change? This concise text covers the concept of education reform, plus the five key components that directly involve local businesses with local schools: school-based management, new professionalism, curriculum and instruction, accountability, and linkage with social services.

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National Association Of Manufacturers

The National Association of Manufacturers (NAM) is the nation's oldest and largest broad-based industrial trade association. Its nearly 14,000 member companies and subsidiaries, including approximately 10,000 small manufacturers, are in every state and produce about 85 percent of U.S. manufactured goods. Through its member companies and affiliated associations, the NAM represents every industrial sector and more than 18 million employees.

NAM's mission is to enhance the competitiveness of manufacturers by shaping a legislative and regulatory environment conducive to U.S. economic growth in a global economy, and to increase understanding among policymakers, the media, and the general public about the importance of manufacturing to America's economic strength and standard of living.

The NAM is headquartered in Washington, DC, and has regional offices across the nation.

Resources

- *The Smart Workplace: Developing High-Performance Work Systems*

  This ground-breaking study reveals cutting-edge work systems—successful at Motorola, Republic Engineered Steels, Inc., Xerox, and many smaller firms—and sheds much-needed light on what improves productivity and what doesn't. Drawing from the knowledge of CEOs and workers alike, managers and employees can use this readable, down-to-earth guide to achieve continuous improvement on the shop floor.

- Video: *The Smart Workplace: Developing High Performance Work Systems*

  This complete video-training program helps companies design, implement, and manage work systems.

- Partnership for a Smarter Workforce

  The Partnership for a Smarter Workforce (PSW) will enable and encourage American businesses and their workers to be competitive through peak productivity obtained by investing in high-performance, industry-driven worker education. PSW seeks to:

  - Provide to consortias of small- and mid-sized firms the information and technical assistance needed to build systems that support effective work-to-school programs and high performance work practices;
  - Influence education providers to be more responsive to employers and adult workers' needs; and
  - Build constituencies that will shape appropriate public policy at state and federal levels.

To accomplish these goals, PSW will build successful workplace learning systems in two project states. It will provide the technical expertise to put these systems in place and influence smaller companies' behavior through manufacturing supplier networks. It will point to the experience of the resulting systems to encourage public policy incentives for similar systems nationwide.

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National Association of Women Business Owners

The National Association of Women Business Owners (NAWBO) propels women entrepreneurs into economic, social, and political spheres of power worldwide.

Headquartered in the Washington, DC metropolitan area, NAWBO is the only dues-based national organization representing the interests of all women entrepreneurs in all types of businesses. The organization currently has over 50 chapters. It is associated with Les Femmes Chefs d'Entreprises Mondiales (World Association of Women Entrepreneurs) in 33 countries.

NAWBO traces its origins to a small group of Washington, DC business women who began meeting informally in the Spring of 1974 to talk about mutual experiences, exchange information, and develop business skills. Recognizing the value of the group, they incorporated as the National Association of Women Business Owners on July 7, 1975. Two years later they began recruiting members across the country, and in 1978 the first chapters were formed.

Membership is open to sole proprietors, partners, and corporate owners with day-to-day management responsibility. Active members who live in a chapter area automatically join both chapter and national. Those who do not live in a chapter area join as at-large members.

NAWBO's Mission Statement is to—

- STRENGTHEN the wealth-creating capacity of our members and promote economic development
- CREATE innovative and effective changes in the business culture
- BUILD strategic alliances, coalitions, and affiliations
- TRANSFORM public policy and influence opinion makers

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U.S. Hispanic Chamber of Commerce

The United States Hispanic Chamber of Commerce (USHCC) promotes the continual growth and development of the Hispanic business community and nation. The USHCC is the central link of a nationwide network of Hispanic business associations and firms, working to expand business opportunities, to encourage mutually beneficial ties with the public and private sectors, to serve as an active and visible advocate in the Hispanic business arena, and to actively promote trade between the Hispanic American Trade business community and our Latin American counterparts.

As the only nationwide Hispanic business network, the USHCC's primary goal is to actively promote the economic growth and development of Hispanic business. This is accomplished by—

- Strengthening Hispanic business associations at the local, state, and national levels.
- Implementing national programs that assist in the economic development of minority firms.
- Increasing the business relationships between the corporate sector and the Hispanic business community through the establishment of valuable partnerships with major corporations.
- Promoting international trade between Hispanic business in the United States and Latin America.

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American Business Conference
Black Business Council
Business-Higher Education Forum
The Business Roundtable
Committee for Economic Development
The Conference Board
Council on Competitiveness
Chamber of Commerce of the United States
National Alliance of Business
National Association of Manufacturers
National Association of Women Business Owners
U.S. Hispanic Chamber of Commerce

Twelve national business organizations have joined forces to form the Business Coalition for Education Reform (BCER), a unique collaborative dedicated to strengthening America's schools. By supporting and expanding business involvement in education at the national, state, and local levels, the BCER strives to increase academic achievement for all students. Three key activities are critical to reaching this goal:

- raising academic standards for all students;
- ensuring that standards reflect the academic and workplace skills needed for sustaining a growing economy; and
- helping the public understand the critical need for world-class academic standards and necessary changes needed for schools systems to deliver them.

The BCER is leveraging resources, expertise and partnerships to help states and communities learn from one another's experiences in advancing education reform. To that end, the BCER has created a network of state and local organizations to facilitate the sharing of resources and to coordinate efforts at the national level between BCER member organizations.

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